

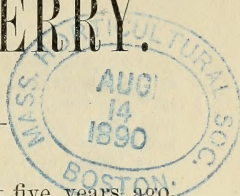
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"ONTARIO"

BLACK CAP RASPBERRY.

1890



This new Seedling was discovered by myself about five years ago, and, having thoroughly tested it, have decided to introduce it to the public this season, fully believing it can safely be pronounced far superior to any "Black Cap" yet in cultivation.

The canes are very strong, healthy growers, taking root at the tips, perfectly hardy, and extremely productive; fruit large, (very often measuring three-fourths of an inch in diameter,) sweet, juicy, with a peculiar and excellent flavor, few seeds, and covered with a rich, creamy bloom; remarkably uniform in size and shape, ripening evenly and about a week or ten days earlier than the "Doolittle"; flesh extremely thick and solid, will not flatten and settle in the boxes by handling, consequently it is a perfect market berry, and also very desirable to the amateur.

I have concluded to adopt the following prices, and by comparing them with prices asked for other leading varieties when first introduced, you will see I am making very large concessions in regard to price:

EACH.	$\frac{1}{2}$ Doz.	PER Doz.	PER 100
30c.	\$1.50	\$3.00	\$24.00

☞ Money sent by Draft on New-York, P. O. Orders, or Registered Letters, at my risk. Plants will be packed in moss, and delivered at the Express Office in Newark without extra charge, or sent by mail, prepaid, on receipt of two cents extra for each plant ordered, to pay postage.

Address,

E. E. LORD,

Newark, Wayne Co., N. Y.

TESTIMONIALS.

NEWARK, Wayne County, N. Y.,
February, 1871.

I am familiarly acquainted with most (if not all) the leading varieties of the Black Raspberry, (*Rubus Occidentalis*), and having my attention called to a new one (not heretofore cultivated,) discovered and propagated by Mr. Lord, and, after repeated examinations and testings, consider it one of the best, if not the very best, kind at present cultivated; for the reasons that the fruit is very large, pulp firm, rich, and extremely pleasant sub-acid; ripens early, and continues to perfect its fruit during the entire bearing season; and in planting this fruit, either for home use or market purposes, it is the variety I should select, decidedly, in preference to any other with which I am acquainted.

J. COVENTRY, M. D.

NEWARK, N. Y., February, 1871.

Having examined Mr. Lord's raspberry vines while in bearing last season, I can fully agree with Dr. C., in ascribing to the fruit the qualities above mentioned, which would seem to give it a rank equal to, if not exceeding, any other variety of the black raspberry in cultivation.

Especially is this berry desirable on account of the *firmness of the pulp*, (which admits of its being shipped a long distance in good condition), its *prolific bearing* and its *prolonged* fruiting season.

E. L. HANKENSON.

HOPEWELL CENTRE, Ont. Co., N. Y.,
February 11, 1871.

The Raspberry called the "Ontario," brought out and propagated by E. E. Lord, Esq., of Newark, Wayne Co., N. Y., I believe to be a berry possessing very superior qualities. It is hardy, is easily propagated, has a delicious flavor, will bear transportation well, and is free from excess of seeds.

Try it and you will be richly rewarded for your labor.

P. MCKINSTRY,
Pastor of the M. E. Church.

NEWARK, Feb., 1871.

I take pleasure in recommending a new Black Cap Raspberry which Mr. E. E. Lord is now introducing to the public. The plants are good growers, and in point of hardiness I think them fully equal, if not superior, to any other variety. The fruit is excellent in flavor, being less seeded and more juicy than any other Black Cap known to me.

C. W. STUART, NURSERYMAN,
Newark, Wayne Co., N. Y.

(From FLETCHER WILLIAMS, President First National Bank.)

MR. E. E. LORD:

NEWARK, Wayne Co., N. Y., Feb. 8, 1871.

DEAR SIR—Regarding your new variety of Black Cap Raspberry, the "ONTARIO," I consider it superior to any I am acquainted with. I was particularly struck with its sweetness and richness of flavor; also with its fine appearance, large in size, covered with a rich bloom, round in shape, with a small eye, seeds few, quite firm in flesh and will carry well.

Respectfully Yours,

FLETCHER WILLIAMS.

Mr. E. E. LORD:

NEWARK, February, 9, 1871.

Sir:—As regards your new Raspberry, the Ontario, I have grown for market all of the black cap family, which were to be obtained in this locality, and I can say, that as I saw it on your grounds last summer, the Ontario excelled all others in richness of flavor, while the rich creamy bloom which covered the fruit gave it a very handsome appearance. The heavy masses of fruit weighing the bushes to the ground, was good evidence that its yielding qualities are all that can be desired. After examining the canes, February 8th, I am satisfied it will stand our winters well, and may be classed with our hardiest native varieties. I shall arrange to cultivate it extensively.

Yours Truly,

LEWIS J. BRYANT.

E. E. LORD:

POST OFFICE, NEWARK, N. Y.,)
January, 30, 1871. }

Sir:—I have tried your new variety of black raspberry known as the "Ontario" and for table use pronounce them far superior to any other kind I have used. They are large with a rich flavor, and the creamy outside appearance, makes them highly inviting to the taste.

Yours &c.,

JOEL H. PRESCOTT, P. M.

SYRACUSE, Oct. 1870.

MR. LORD:

Sir:—Having tasted your Ontario Raspberry I can cheerfully add my testimony as to size, firmness and sweetness; of a rich cream flavor, with but a few seeds, and I think a first rate market berry as well as for amateur culture.

Yours, &c.,

ELISHA FORD,

17 West Rail Road St., Syracuse, N. Y.

Wholesale and Retail Dealer in Fruits of all kinds in their season.

OPINIONS OF THE PRESS.

(From the Cultivator and Country Gentleman, July 28, 1870.)

A NEW RASPBERRY.—E. E. Lord of Newark, N. Y., has furnished us specimens of the black cap raspberry, which he discovered three years since at Fairport, N. Y. After a careful examination of the berries, and using freely on the table, they have been pronounced of fine quality. They are quite large, notwithstanding the hot and dry weather, some of the berries measuring nearly three-fourths of an inch in diameter. They are large grained, rather light in color for a black cap, or of a dark purplish brown, and slightly hoary. We cannot of course give a decided opinion with an examination of the fruit only, but we are informed that the bush is quite productive, and are inclined to think it a new sort of high promise. Cultivation in different localities, and for a few years, will determine its value.

(From the Syracuse Standard, July 14, 1870.)

NEW RASPBERRY.—We are shown samples of a new variety of Raspberries, raised by Mr. E. E. Lord, of Newark. He calls them the "Ontario Black Cap." They are large size, fine quality and flavor, much superior to the general run of cultivated Raspberries; even better than the Doolittle.

(From the Rochester Weekly Express, July, 14, 1870.)

NEW SEEDLING RASPBERRY.—We mentioned last year the fact that Mr. E. E. Lord, of Newark, Wayne Co., had in his possession a new seedling black cap which promised well. We have been shown a sample of the berries, which are very large and sweet, and more free from seeds than ordinary black caps. One peculiarity of this berry is the fine rich bloom which covers it, and peculiarly rich and distinct flavor, like to but better than other black cap raspberries. Mr. Lord says it is very prolific. He has named it the Ontario.

(From the Syracuse Journal, July 14, 1870.)

RASPBERRIES.—Mr. E. E. Lord, of Newark, has introduced a new and excellent variety of black raspberries in this market, and the universal verdict is that they excel in quality any ever before sold here. They are known by the name of the "Ontario Black Caps." They are of large size, some measuring three-quarters of an inch in diameter.

(From the Syracuse Courier, July 14, 1870.)

ONTARIO BLACK RASPBERRIES.—We are indebted to Mr. E. E. Lord, of Newark, Wayne county, for a couple boxes of Ontario black raspberries. These are much larger and sweeter than the ordinary berry. Mr. Lord is cultivating a nursery of them and will, another year, be prepared to supply the public.